

CLEAN VERSION:

17. (Amended) An electronic commercial transaction system for selectively enabling communications via a communication network between at least one or more possibly interested buyer or buyers and at least one of a plurality of vendor sites, at least certain of said buyers having addresses for electronic communication, comprising:

an interface for facilitating interaction of interested buyers via an on-line computer service with a vendor site,

an input system for use by the interested buyers to designate at least one area of commercial interest relating to a merchandise or service,

a control system for isolating a select vendor site associated with the area of commercial interest designated by an interested buyer,

a memory in communication with the select vendor site for storing identification data of the interested buyer in association with said area of commercial interest designated by the buyer;

whereby the control system electronically outputs to an indicated address for electronic communication relating to the interested buyer, an indication regarding said area of interest including select video data presentations including dynamic video data or high resolution freeze frame video data and text data.

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21. (Amended) The commercial transaction system of claim 17 wherein the control system for isolating the select vendor site utilizes purchase data.

22. (Amended) The commercial transaction system of claim 17 wherein the control system for isolating the select vendor site utilizes cost data.

23. (Amended) The commercial transaction system of claim 17 wherein the control system for isolating the select vendor site utilizes price data.

24. (Amended) The commercial transaction system of claim 17 wherein the control system or the vendor site determines the lowest offer from interested buyers.

25. (Amended) The commercial transaction system of claim 17 wherein the control system or the vendor site determines the highest offer from interested buyers.

26. (Amended) The commercial transaction system of claim 23 wherein the control system further considers factors in addition to price.

D3 29. (Amended) The commercial transaction system of claim 17 wherein the control system outputs an indication to said buyers by an electronic mail communication (e-mail).

D4 30. (Amended) The commercial transaction system of claim 29 wherein the addresses for said electronic communication are electronic mail addresses.

D5 32. (Amended) The commercial transaction system of claim 31 wherein the addresses for said telephonic communication are telephone numbers for the buyers.

35. (Amended) The commercial transaction system of claim 17 wherein the control system or the vendor site outputs an indication to said buyers by an electronic bulletin board.

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36. (Amended) The commercial transaction system of claim 17 wherein the control system or the vendor site outputs an indication to said buyers by facsimile.

38. (Amended) The commercial transaction system of claim 17 wherein an address for electronic communication is obtained for at least certain of said interested buyers from an on-line computer service.

42. (Amended) The commercial transaction system of claim 17 wherein the control system outputs an indication to said buyers by a video download of information.

43. (Amended) The commercial transaction system of claim 42 wherein the control system or the vendor site outputs an indication to said buyers further including audio.

44. (Amended) The commercial transaction system of claim 17 wherein the control system or the vendor site outputs an indication to said buyers by video including information depicting at least in part the products or services relating to the area of interest.

D8 45. (Amended) The commercial transaction system of claim 44 wherein the control system or the vendor site outputs an indication to said buyers by dynamic video relating to the area of interest.

46. (Amended) The commercial transaction system of claim 17 wherein the control system or the vendor site outputs an indication to said buyers at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

D9 48. (Amended) The commercial transaction system of claim 17 further including a response system to permit buyers to contact said commercial transaction system in response to receipt of said indication to said buyers regarding materials relating to the areas of interest.

49. (Amended) The commercial transaction system of claim 48 further including a reference locator indication, wherein certain buyers enter the reference locator via the input system.

D10 50. (Amended) The commercial transaction system of claim 17 further including an image display system for presenting high resolution still images to said interested buyers upon contact of said system, after the communication of the indication to said potential buyers regarding said area of interest.

D11 52. (Amended) The commercial transaction system of claim 17 further including a dynamic video display system for presenting dynamic video to said interested buyer upon

D11 contact of said system after the communication of the indication to said buyer regarding said area of interest.

D12 63. (Amended) The electronic commercial transaction system of claim 17 wherein at least certain buyers are adapted to access said system via an on-line computer service.

64. (Amended) The commercial transaction communication system of claim 63 wherein the identification data is obtained for at least certain buyers from said on-line computer service.

D13 65. (Amended) An electronic commercial transaction system for selectively enabling communications via a communication network between at least one or more possibly interested buyer or buyers and at least one or more vendor or vendor sites, at least certain of said buyers having addresses for electronic communication, the electronic commercial transaction system being adapted for use with an on-line computer service, comprising:

an interface for facilitating interaction of interested buyers with said electronic commercial transaction system, at least one said buyer adapted for utilizing an on-line computer service as at least a portion of said interface,

an input system for use by the interested buyers to designate at least one area of commercial interest,

a memory for storing vendor data for a plurality of vendors that are classified according to specific merchandise or services, and

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a control system for providing access to a select vendor based on the area of interest entered by the buyer and interconnecting the selected vendor with the buyer for electronic communication including transmitting video data from stored video relating to the area of interest including dynamic video data or high resolution freeze frame video data and text data, the control system also providing the buyer with an identification number to identify a particular transaction.

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69. (Amended) The commercial transaction system of claim 65 wherein the control system for providing access to the select vendor utilizes purchase data.

70. (Amended) The commercial transaction system of claim 65 wherein the control system for providing access to the select vendor utilizes cost data.

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73. (Amended) The electronic commercial transaction system of claim 65 wherein the control system imposes at least one limitation on access by the interested buyers.

74. The commercial transaction system of claim 71 wherein the control system for providing access to the select vendor further considers other factors in addition to price.

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77. (Amended) The commercial transaction system of claim 65 wherein the control system or the vendor site outputs an indication to said buyers by electronic mail (e-mail).

D17 79. (Amended) The commercial transaction system of claim 65 wherein the control system or the vendor site outputs an indication to said buyers by a telephonic communication.

D18 86. (Amended) The commercial transaction system of claim 65 wherein an address for electronic communication is obtained for at least certain of said interested buyers from an on-line computer service.

D19 89. (Amended) The commercial transaction system of claim 65 wherein the control system or the vendor site electronically outputs the indication to a certain subset of the interested buyers.

D20 94. (Amended) The commercial transaction system of claim 65 wherein the control system or the vendor site outputs an indication to said buyers at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

D21 98. (Amended) The commercial transaction system of claim 65 further including an image display system for presenting high resolution still images to said interested buyer upon contact of said system, after the communication of the indication to said buyer regarding said area of interest.

D22 100. (Amended) The commercial transaction system of claim 65 further including a dynamic video display system for presenting dynamic video to said interested buyer upon

D22 contact of said system after the communication of the indication to said buyer regarding said area of interest.

D23 112. (Amended) An electronic commercial transaction system for selectively enabling communications via a communication network between at least one or more possibly interested buyer or buyers and at least one or more vendor or vendor sites, at least certain of said buyers having addresses for electronic communication, the electronic commercial transaction system being adapted for use with an on-line computer service, comprising:

an interface for interaction with said electronic commercial transaction system, at least one said buyer adapted for utilizing an on-line computer service as at least a portion of said interface,

an input system for use by a buyer to designate at least one area of commercial interest, where the one area of commercial interest includes an indication of the maximum price that the buyers are willing to pay for a product or service of commercial interest,

a memory for storing identification data of an interested buyer in association with said at least one designated area of commercial interest,

a high resolution still image system to provide images relating to the designated area of interest to said possibly interested buyer, and

a control system for isolating from the interested buyers that are identified to the commercial transaction system, at least one buyer associated with the area of commercial interest including the maximum price the buyer is willing to pay, and electronically outputting to an address for electronic communication relating to the buyer an indication

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regarding said area of interest including the images relating to the designated area of interest, said buyer using the input system for manipulating an image provided by the high resolution still image system relating to the area of commercial interest.

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133. (Amended) The commercial transaction system of claim 112 wherein an address for electronic communication is obtained for at least certain of said [members] buyers from an on-line computer service.

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158. (Amended) The commercial transaction communication system of claim 112 wherein the identification data is obtained for at least certain of said [members] buyers from said on-line computer service.

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159. An electronic commercial transaction system for selectively enabling communications via a communication network between at least one or more possibly interested buyer or buyers and at least one or more vendor or vendor sites, at least certain of said buyers having addresses for electronic communication, the system being adapted for use with an on-line computer service, comprising:

an interface for facilitating interaction of said interested buyers with said system, at least one said buyer adapted for utilizing an on-line computer service as at least a portion of said interface,

a dynamic video and audio system for providing video and audio at least from said electronic commercial transaction system to said possibly interested buyer,

an input system for use by interested buyers to designate at least one area of commercial interest,

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a control system for isolating from the vendor sites that are identified to the commercial transaction system, at least one vendor site associated with an area of commercial interest,

a memory in association with the one vendor site for storing identification of the interested buyer with the area of commercial interest designated by the interested buyer;

and whereby the vendor site under control of the control system electronically outputs to an address for electronic communication relating to the interested buyer, an indication to said buyer regarding said area of interest, including a notification of availability of sales presentations of the one vendor site wherein the sales presentation when subsequently accessed by the buyer includes stored video relating to the area of interest including dynamic video data or high resolution freeze frame video data and text data.

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163. (Amended) The commercial transaction system of claim 159 wherein the control system for isolating the select vendor site utilizes purchase data.

164. (Amended) The commercial transaction system of claim 159 wherein the control system for isolating the select vendor site utilizes cost data.

165. (Amended) The commercial transaction system of claim 159 wherein the control system for isolating the select vendor site utilizes price data.

D28 166. (Amended) The commercial transaction system of claim 159 wherein the control system for isolating the select vendor site takes into consideration certain limitations that may be imposed with respect to certain buyers.

D29 168. (Amended) The commercial transaction system of claim 165 wherein the control system for isolating the select vendor site further includes other factors in addition to price.

D30 171. (Amended) The commercial transaction system of claim 159 wherein the control system or the vendor site outputs an indication to said buyers by an electronic mail (e-mail).

D31 173. (Amended) The commercial transaction system of claim 159 wherein the control system or the vendor site outputs an indication to said buyers by a telephonic communication.

D32 177. (Amended) The commercial transaction system of claim 159 wherein the control system or the vendor site outputs an indication to said buyers by an electronic bulletin board.

178. (Amended) The commercial transaction system of claim 159 wherein the control system or the vendor site outputs an indication to said buyers by facsimile.

D33 180. (Amended) The commercial transaction system of claim 159 wherein an address for electronic communication is obtained for at least certain of said buyers from an on-line computer service.

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185. (Amended) The commercial transaction system of claim 184 wherein the control system or the vendor site outputs an indication to said buyers further including audio.

186. (Amended) The commercial transaction system of claim 159 wherein the control system or the vendor site outputs an indication to said buyers by video including information depicting at least in part the products or services relating to the area of interest.

187. (Amended) The commercial transaction system of claim 159 wherein the control system or the vendor site outputs an indication to said buyers by dynamic video relating to the area of interest.

188. (Amended) The commercial transaction system of claim 159 wherein the control system or the vendor site outputs an indication to said buyers at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

205. (Amended) The commercial transaction communication system of claim 159
D35 wherein the identification data is obtained for at least certain of said buyers from said on-line computer service.
